

**EMPLOYMENT OPPORTUNITY**

Job Title	Convention's & Visitors Bureau Director
Department	Convention and Visitors Bureau
Posting Date	June 17, 2011
Closing Date for Resumes/Applications	July 22, 2011
Grade Level & Pay Range	Director Level \$95,000 - \$115,900 annually
Exempt/Non-exempt	Exempt
Status	Full time

The City of Saint Charles Convention & Visitors' Bureau is recruiting for a full time Director to plan, direct and perform a program of convention, meeting and group and general tourism marketing and promotional activities, under the direction of the Director of Administration.

Essential Duties and Responsibilities

The following duties are normal for this position. These are not to be construed as exclusive or all-inclusive. Other duties may be required and assigned.

- Plans and supervises Bureau paid and volunteer staff. Assigns tasks and projects. Reviews work in progress and completed tasks and projects.
- Conducts strategic planning to develop plans, goals and objectives which will further the mission of the Bureau. Creative abilities to enable new work processes and branding innovation
- Creates innovative marketing strategies. Develops, implements and seeks approval of marketing plans.
- Plans and recommends Bureau budget. Approves all budget expenditures.
- Plans, develops, implements and seeks approval for advertising campaigns. Researches and selects advertising media.
- Prepares and conducts interviews with news media representatives regarding City convention facilities, events, tourist attractions, etc.
- Designs and develops promotional brochures, folders, exhibits, film/video presentations and programs.
- Provides technical assistance to City hospitality industry.
- Provides staff services to the Greater St. Charles Convention and Visitors Commission.
- Advises Commission members, City officials, business representatives and others regarding convention, visitors and tourism matters. Conducts workshops, seminars and meetings regarding convention and visitor matters. Active member of industry trade associations and local community boards
- Prepares statistical and narrative reports and correspondence regarding Bureau activities.
- Oversees convention center development, marketing, sales and the ability to manage and forecast budget
- Helps develop and implement new tourism products and attractions.
- Helps develop and implement long-range plans for St. Charles hospitality industry.
- Monitors local, State and Federal legislation, rule and regulation changes regarding tourism, convention, hospitality industry and related matters.
- Manages contract with Convention Center operator.
- Seeks grants, Consensus builder, Visionary thinker
- Participates as a member of State and regional tourism/hospitality marketing associations and groups. Attends and participates in meetings as needed.
- Maintains knowledge of effective marketing methods and principles, community attractions and hospitality industry, budget development principles and practices, personnel supervision principles, and public relations principles and techniques.
- Senior management experience in the tourism and travel industry
- Strong sales and relationship management experience in a competitive work environment
- Prefer candidates with some exposure to the political environment with work experience in municipal government. In depth knowledge of the tourism, convention and special events industries
- Demonstrated management skills directing a modest sized staff with a variety of seniority
- Fiscally responsible party with ability to maintain and allocate resources for established metrics

Minimum Training and Experience Required to Perform Essential Job Functions

Bachelor's degree in Public Administration, Marketing, Hospitality/Tourism or related field, Master's degree preferred, six to nine years marketing, public relations, advertising or related experience with five years convention/visitors bureau management experience, accounting, finance experience or any combination of education and experience that provides equivalent knowledge, skills, and abilities. Public sector experience desirable. Other hospitality industry experience will be considered.

Contact Information

Interested applicants should submit a resume or application to: The City of Saint Charles Department of Human Resources, Suite 301, 200 North Second Street, Saint Charles, MO 63301. Hours of operation are Monday through Friday 8:00 am to 5:00 pm. Employment applications can also be downloaded from the City's website and faxed to Human Resources at 636-940-4606. Website address for the employment application is: www.stcharlescitymo.gov

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